

## Tolls/User Pay System SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ Traditional way to fund bridges</li> <li>▪ Technology is available for congestion management.</li> <li>▪ Both congestion management and revenue generation tolling are proven approaches—available for demonstration.</li> <li>▪ Public Attitudes <ul style="list-style-type: none"> <li>○ Considered fair</li> <li>○ Would consider in specific cases</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Gas tax is accepted method.</li> <li>▪ Public acceptance <ul style="list-style-type: none"> <li>○ Gas tax considered fair.</li> <li>○ There is enough money if only government were more efficient.</li> <li>○ Outdated picture of toll collection is hindering understanding and acceptance.</li> <li>○ Lack of direction/consensus</li> <li>○ Skepticism is hindering a discussion of alternative approaches to funding.</li> </ul> </li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▪ Federal government is encouraging grants available for: <ul style="list-style-type: none"> <li>○ HOT lanes</li> <li>○ Study of alternatives to gas tax</li> <li>○ TIFIA Loans</li> </ul> </li> <li>▪ Capital available from private sources <ul style="list-style-type: none"> <li>○ Traditional sources</li> <li>○ Private developers willing to assume risk for long term reasonable rate of return</li> </ul> </li> <li>▪ Rising interest in “self-help” counties and regions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of political will</li> <li>▪ More process and study/lack of action</li> <li>▪ Powerful special interest opponents</li> <li>▪ Education is essential for: <ul style="list-style-type: none"> <li>○ Opinion Leaders</li> <li>○ Public</li> <li>○ Drivers</li> </ul> </li> <li>▪ No free alternatives (some areas)</li> </ul>